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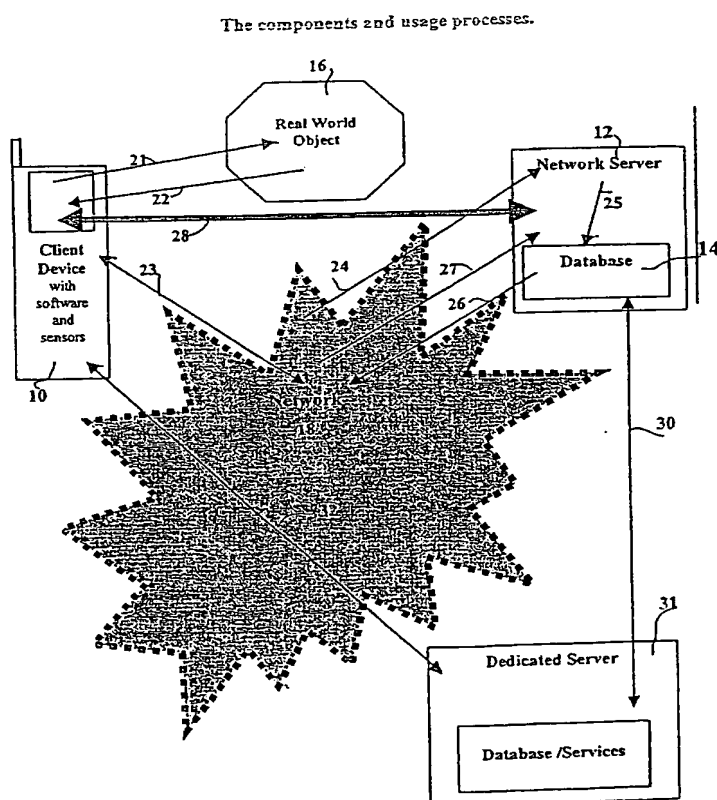
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(54) Title: A METHOD AND SYSTEM FOR AUTOMATICALLY CONNECTING REAL-WORLD ENTITIES DIRECTLY TO CORRESPONDING NETWORK-BASED DATA SOURCES OR SERVICES



(57) Abstract: A system and method for enabling the use of real-world objects (16), data segments or information segments as direct links to network based information, knowledge, services and data sources. The system comprises a communications device (10) with an input mechanism for capturing data from a real world object (16), connecting the device (10) to a network server (12) in order to search for a related online source for the object, transferring the information to the device (10), or providing the service to the device or the user. Alternatively, the present invention enables connecting the real world object (16) data to an online link, or initiate a predefined action, either automatically or manually.

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